



ULI San Francisco

FY 2018 IMPACT REPORT



Urban Land
Institute

About ULI

Founded in 1936, the Urban Land Institute is a 501(c)(3) nonprofit research and education organization dedicated to providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI has over 42,000 members worldwide, representing the entire spectrum of land use and development disciplines. With over 2,300 members across the Bay Area, ULI San Francisco (ULI SF) is one of the Urban Land Institute's largest district councils.



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Kim Diamond
ULI San Francisco Chair
Senior Vice President of Development and Operations, Trumark Urban



ULI San Francisco Staff (left to right):
Top Row: Casey Pond, Associate; Sam Woodburn, Senior Associate;
Nathaniel Hanson, Senior Associate; Sam Mori, Administrative Assistant
Front Row: Michelle Frey, Executive Director; Natalie Sandoval, Director;
Julie Luu, Associate



42,000+
global members



2,329
local members



21 committees, product councils,
and working groups



319 committee, product
council, and working
group members



Spreading Ideas, Sharing Knowledge

EDUCATIONAL PROGRAMS

ULI SF provides engaging content to multidisciplinary members of the Bay Area land use community. At ULI SF, members can deepen their knowledge of the defining land use trends and issues in the Bay Area. ULI SF provides educational programming to help our members build their skills and understanding as well as professional relationships that can last a lifetime.

66 
FY18 programs

4,332
ULI SF program attendees

LOCAL PRODUCT COUNCILS

ULI SF Local Product Councils provide an opportunity for Associate and Full members to gather with one another to share and discuss pertinent issues that real estate and land use professionals face in their major projects and work. Local Product Councils provide a confidential, trusting environment for educational and idea exchanges as well as opportunities for the exploration of business issues, networking, and professional and personal growth.



Influencing Land Use

Since early 2017, ULI SF has been working on its Housing the Bay initiative with dedicated members, industry leaders, and partner organizations from around the Bay Area. Our member-driven working groups conducted research, held convenings and interactive lead-up programs, and brought the brightest minds together to foster solutions to our region's housing crisis.

In March 2018, ULI SF hosted its Housing the Bay Summit. The sold-out Summit engaged 400 people in a solutions-oriented dialogue around three discrete issue areas: the cost of building, innovative financing, and public processes. Summit programming included a lighting round of novel solutions to the housing crisis, tangible public policy solutions, and in-depth examinations of the intersection between the housing crisis and issues of equity and displacement.

700+

members engaged at 9 Housing the Bay Summit programs leading up to the Housing the Bay Summit



Bay Area non-profit partner organizations

400 

Housing the Bay Summit attendees

40 

Housing the Bay Summit speakers and panelists



Kofi Bonner, FivePoint; Amy Neches, TMG Partners; Michelle Frey, ULI SF; Linda Mandolini, Eden Housing; Assemblymember David Chiu, AD-17; Kim Diamond, Trumark Urban (left to right)

Building Careers

Whether it's by fostering the development of future land use leaders or helping to close the gender gap in industry leadership, ULI SF equips our members with necessary tools to build successful careers in land use from the ground-up.

ULI SF has multiple membership initiatives that support our members at various stages in their professional development, helping them to grow, advance, and thrive in their work.



YOUNG LEADERS GROUP

Our Young Leaders Group (YLG) creates opportunities for young professionals to develop skills and build relationships to help advance their careers and gain an understanding of thoughtful development practices. ULI SF's YLG is the birthplace of several innovative programs — that have been adopted nationally — including Learn from the Best, Development 360, and the perennially popular YLG Mentor Program.



YLG Mentor Program:

21 118
mentors mentees

YLG Development 360 Program:

40 7
students classes

Our **712 Young Leaders** compose



NEXT

ULI SF's NEXT provides dedicated professional development programming for mid-career ULI members over the age of 35. This new offering allows mid-career professionals to build their networks and refine their leadership skills as they advance in their careers. The inaugural year of NEXT included a successful peer-to-peer cohort program, social events, and programs.




49 NEXT cohort program participants

107 attendees at the NEXT Kickoff

WOMEN'S LEADERSHIP INITIATIVE

The mission of the ULI Women's Leadership Initiative (WLI) is to raise the visibility and increase the number of women leaders in the real estate industry and in ULI. ULI SF's WLI Committee delivers programs to help achieve this goal, serving as a way for women to connect, learn, and share leadership skills while also showcasing the expertise of Bay Area female land use leaders. This year, WLI held their third annual Boardroom After Dark series and launched an internship program for undergraduate women.

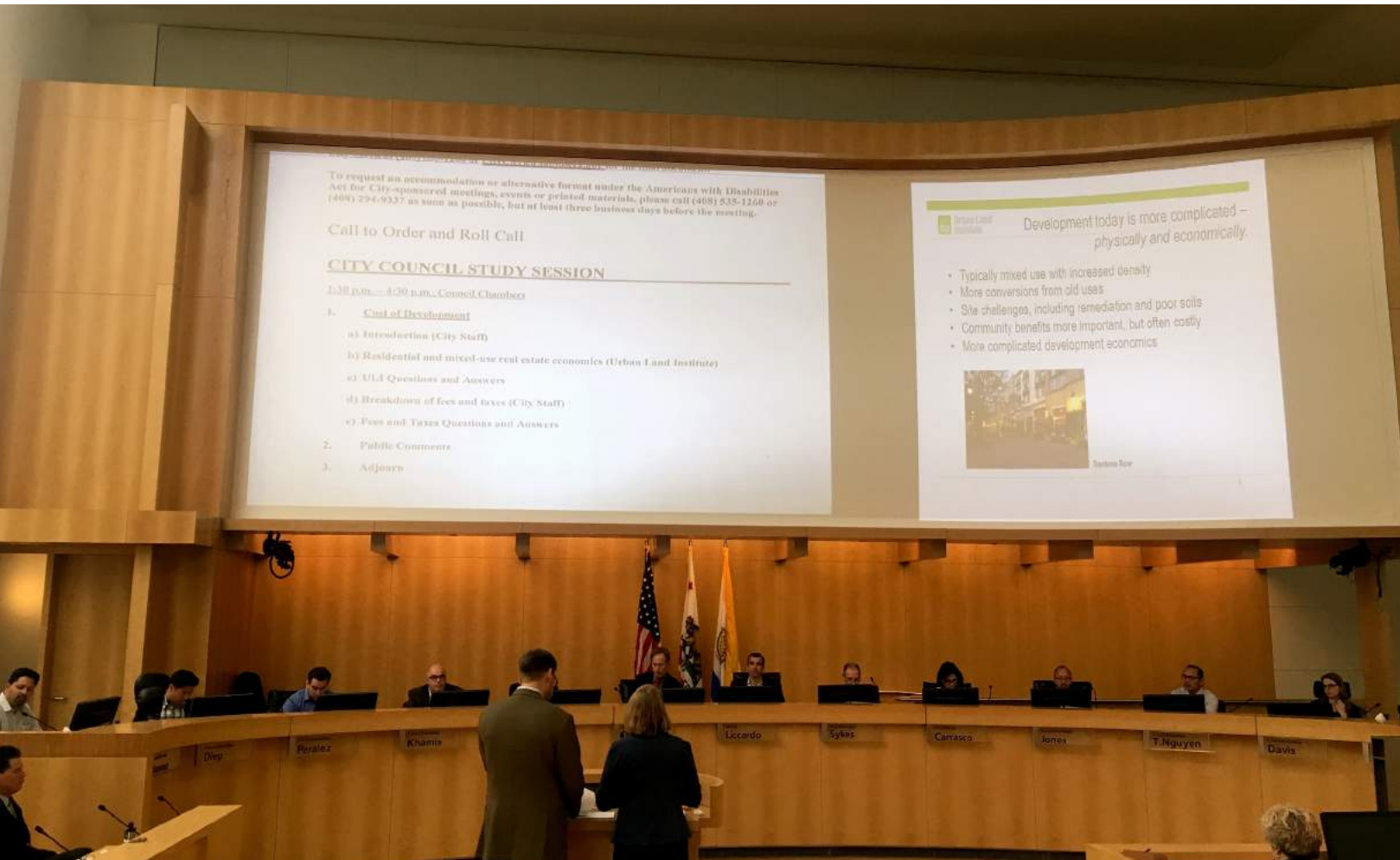
 **41** students engaged at WLI's "In for an Internship" event

146 attendees at the 2018 ULI SF WLI New Year Kickoff



Making an Impact

ULI SF is a place where real estate professionals can make an impact. Through ULI SF offerings like UrbanPlan, UrbanPlan for Public Officials, and our Technical Assistance Panels, ULI members can donate their time and specialized skillsets to contribute to the greater good throughout the Bay Area.



ULI SF board members Libby Seifel and Drew Hudacek present to San Jose City Council on the Bay Area housing market.

URBANPLAN

The UrbanPlan mission is to generate more positive and informed dialogue about land use at the local level through the education of students – our future voters, neighbors, public officials, and land use professionals.



UrbanPlan was active in

16 high schools **1** university



987 students engaged through the UrbanPlan program

473 ULI SF UrbanPlan volunteer opportunities

86 new UrbanPlan volunteers were trained in FY18

889 volunteer hours were donated by ULI SF members to UrbanPlan



UP4PO FOR PUBLIC OFFICIALS

UrbanPlan for Public Officials (UP4PO) engages local public officials on development, land use practices, and the complex economics at play in real estate. UP4PO allows public officials to gain a deeper understanding of their own role in the shaping of the built environment and the tools needed to create a collaborative relationship with the private sector.



2 UP4PO sessions held **91** volunteer hours were donated by ULI SF members for Public Officials in FY18

TECHNICAL ASSISTANCE PANELS

Technical Assistance Panels (TAPs) provide expert advice to local governments, public agencies, and non-profit organizations facing complex land use and real estate issues in the greater Bay Area. Drawing from our seasoned multi-disciplinary membership base, ULI SF offer objective and responsible guidance on a variety of land use and real estate issues ranging from site-specific projects to public policy questions. In FY18, ULI SF held a TAP in the City of Dublin focused on enhancing Dublin's downtown district.



Cultivating Leadership

From your first internship to your promotion to President and CEO, ULI SF helps to cultivate and grow the leadership potential of its members. Our members are our greatest asset and drive the work that we do.



Leadership Profiles



Doug Abbey

Chairman, Swift Real Estate Partners
Member Since: 1975



Libby Seifel

Founder and President, Seifel Consulting
Member Since: 1986



Alexandra Stoelzle

Director, Development and Land Planning, Kilroy Realty Corporation
Member Since: 2012

Current roles at ULI: Urban Land Institute Foundation Chairman; Member of the Global Board of Directors; Member of the Terwilliger Center for Affordable and Workforce Housing; ULI San Francisco Governance Committee

Favorite ULI Memory: Exploring every city at Fall and Spring Meeting meetings: reggae in Toronto with Curtis, blues in St. Louis, Mexican chimichanga dinner in Phoenix, Arthur Bryant's BBQ in Kansas City and the Beach Boys in LA to name a few. And then there were treasured dinners with the late Susan Hudson Wilson, a ULI icon and dear friend.

What keeps me engaged with ULI San Francisco:

I am so impressed with the power of the District Council, how the team can put on 60 plus events a year offering so many opportunities for engagement and to influence public policy. I recall, as a young kid, listening to industry icons, Al Taubman, Gerry Hines, Bill Rouse, Bob Nahas, Mel Simon, Ernie Hahn, Jim Rouse. They gave their time and shared their experiences. Those of us of a certain age have the same responsibility to give back to our communities and Young Leaders. And we all have a responsibility to carry out the ULI mission to be responsible leaders in the use of land.

Current roles at ULI: Urban Revitalization Council Vice-Chair and Former Chair; ULI San Francisco Board of Directors; ULI San Francisco Housing the Bay Steering Committee Co-Chair

Favorite ULI Memory: Without a doubt, my favorite memories revolve around the 2015 ULI Fall Meeting that we hosted in San Francisco. Not only did we have a lot of fun pulling together a provocative program, we achieved our goal to significantly broaden the diversity of attendees and speakers. This created an amazing buzz of energy and enthusiasm for our work and sparked collaborations that we still leverage today.

What keeps me engaged with ULI San Francisco:

The incredible people who always make time to help me solve yet another complex real estate challenge! For someone who focuses on triple bottom line infill real estate development, I love being able to quickly find a thought leader who is willing to brainstorm ideas, share market intelligence, recommend best practices, and best of all, become a life-long friend in the process.

Current roles at ULI: Co-Chair; YLG Steering Committee; Member, Engagement Committee (Co-Chair, Student Committee)

Favorite ULI Memory: I was in my second semester of graduate school at UC Berkeley and having just moved to the Bay Area, I didn't know anyone outside of my Berkeley bubble. After finishing the ULI Hines Design Competition, I wanted to put my required ULI membership to good use, so I signed up for a networking event in San Francisco. I made the trek to North Beach, ordered a glass of wine, took a deep breath, and dove in to what I thought was going to be a very difficult and painstaking experience. Instead, people were so friendly, welcoming, and generally excited to talk to me about any- and everything land use. I've been hooked ever since!

What keeps me engaged with ULI San Francisco:

ULI SF is a haven for smart, ambitious, and inspirational influencers that have become not only my trusted business circle, but also some of my closest friends. ULI also provides unparalleled opportunities for personal and professional development. As co-chair of the YLG Steering Committee, my goal is to make sure young land use leaders continue to have access to the same exceptional programming and brilliant minds that ULI has afforded me while growing in my career.



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**Urban Land
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San Francisco
Serving the Greater Bay Area

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